

ISTITUTO
DI MANAGEMENT



Sant'Anna
Scuola Universitaria Superiore Pisa

Seasonal School on

Management of Innovation and Common Good

Pisa, February 5-9, 2024

Version of January 15, 2024

After two successful editions in 2022 and 2023, this third edition of the Seasonal School "Management of Innovation and Common Good" will address the main topics regarding the emergence of purpose-driven businesses, innovation management and the exploitation of research results with an approach (1) aimed at attracting the interest of participants from different scientific disciplines and (2) focused on the goal of contributing to the common good (at the level of universities, enterprises, territories). Theories and tools of innovation management will therefore be presented with the specific objective aim of supporting the ability to undertake and initiate new value-creating initiatives of various kinds, especially in light of the necessity to rethink the current capitalist system and the emergence of new ways of interacting with social, environmental and cultural contexts. In this regard, some paradigms that are today at the center of the debate on the desired transformation of the economy, such as those of shared value creation, integral ecology, civil economy, will be presented. The role of the United Nations Sustainable Development Goals will also be addressed.

The style of the Seasonal School, which will be held in English, will be rigorous and interactive. Participants will be also asked to make presentations and be active in working groups. In addition to the coordinator, other professors and researchers from the Institute of Management (IdM), as well as entrepreneurs and managers will be involved. Company visits and networking opportunities are also planned.

Date	Title	Speakers	References
Day 1: Monday, February 5th 2024			
9.00 -11.00	Introduction to the course and participants' presentation.	Andrea Piccaluga, Gianluca Gionfriddo	<ul style="list-style-type: none"> - R. Henderson (2020), <i>Reimagining capitalism in a world on fire</i>, PublicAffairs, New York. - C. Rey, M. Bastons, P. Sotok (editors) (2019), <i>Purpose-driven Organizations</i>, Palgrave Macmillan, (Open Access). - F. Barca, E. Giovannini (2020), <i>Quel mondo diverso</i>, Laterza, Bari. - R. Gulati (2022). <i>Deep purpose: The heart and soul of high-performance companies</i>. Penguin UK. - S. Sinek (2009). <i>Start with why: How great leaders inspire everyone to take action</i>. Penguin.
11.00 - 12.30	Rethinking capitalism and the role of companies	Andrea Piccaluga, Gianluca Gionfriddo	<ul style="list-style-type: none"> - M. Marcati (2020), <i>L'impresa come sistema vivente</i>, Aboca edizioni. - L. Portales (2019), <i>Social Innovation and Social Entrepreneurship</i>, Palgrave Macmillan. - P. Cardona, C. Rey (2022), <i>Management by missions</i> (Open Access). https://link.springer.com/book/10.1007/978-3-030-83780-8 - K. Raworth (2017). <i>Doughnut economics: seven ways to think like a 21st-century economist</i>. Chelsea Green Publishing.
12.30 - 13.30	Lunch at Sant 'Anna canteen		
13.30 - 14.00	Transfer to companies' site		
14.00 - 17.00	Visits to: <ul style="list-style-type: none"> - Relief (14.30/16.00) - Polo Tecnologico Navacchio (16.00/17.00) 	Company managers and partners, Andrea Piccaluga, Gianluca Gionfriddo	<ul style="list-style-type: none"> - Relief: "Relief srl was born in March 2019 and the headquarters are located in Pisa (Italy). The company's main objective is to become the world leader in the field of artificial sphincters for the treatment of severe forms of urinary incontinence. The company expects to reach this target by proposing a highly innovative technology that is more effective, more acceptable from the patient viewpoint and at a lower price, with respect to the existing competitors" Website Relief: https://www.reliefsrl.com/ - Polo Tecnologico Navacchio: "Born in 2000 in Navacchio, a few kilometers from Pisa, Polo Tecnologico Navacchio is an integrated and structured system whose key word is innovation. It is designed to stimulate networking; a group of hi-tech enterprises, an effective relationship between companies, research and centers of excellence." Website Polo: https://www.polotecnologico.it/en/
17.00 - 17.30	Transfer back to Pisa.		
18.00 - 20.00	Ice-breaking activities		

Day 2: Tuesday, February 6th 2024

9.00 - 10.00	Transfer to Rosignano		
10.00 - 17.00	<p>A full day of experience at Fondazione Casa Cardinale Maffi (FCCM) in Rosignano, about 50 Km. from Pisa</p> <p>Schedule of the day: La Palestra di Gabriele: 10-13 Lunch at Circolo ARCI: 13-14 La Palestra di Gabriele: 14-17</p>	<p>Antonella Peroni, Andrea Piccaluga, Gianluca Gionfriddo</p>	<ul style="list-style-type: none"> - Asselle M, Piccaluga A. (2019), <i>Sorella Economia. Da Francesco di Assisi a papa Francesco: un'altra economia è possibile?</i>, Ed. Porziuncola, Assisi. - La Palestra di Gabriele - La Fondazione Casa Cardinale Maffi
17.00 - 18.00	Transfer to Pisa		

Day 3: Wednesday, February 7th 2024

9.00 - 10.30	<p>Open Innovation, Flourishing Business Model. How to generate and represent social, economic and cultural impact.</p>	<p>Andrea Piccaluga, Gianluca Gionfriddo</p>	<ul style="list-style-type: none"> - Chesbrough, H. W. (2003). Open innovation: The new imperative for creating and profiting from technology. Harvard Business Press. - Henderson, R. (2021). Innovation in the 21st century: architectural change, purpose, and the challenges of our time. <i>Management Science</i>, 67(9), 5479-5488. - Upward, A., & Jones, P. H. (2016). An ontology for strongly sustainable business models: Defining an enterprise framework compatible with natural and social science. <i>Organization & Environment, Special Issue: Business Models for Sustainability: Entrepreneurship, Innovation, and Transformation</i> 29(1), 1-27 - Prencipe, A, & Sideri, M. (2022). L'innovatore rampante. L'ultima lezione di Italo Calvino. <i>Luiss University Press</i>
10.30 - 12.30	<p>Exploring B-Corp certification: opportunities and threats</p>	<p>Martina Tafuro, Andrea Piccaluga, Gianluca Gionfriddo</p>	<ul style="list-style-type: none"> - Waddock, S., & McIntosh, M. (2011). Business unusual: Corporate responsibility in a 2.0 world. <i>Business and Society Review</i>, 116(3), 303-330. - B Corp Movement website: https://www.bcorporation.net/en-us/certification/ - Moroz, P. W., Branzei, O., Parker, S. C., & Gamble, E. N. (2018). Imprinting with purpose: Prosocial opportunities and B Corp certification. <i>Journal of Business Venturing</i>, 33(2), 117-129. - Boni, L., Chiodo, V., Gerli, F., & Toschi, L. (2023). Do prosocial-certified companies walk the talk? An analysis of B Corps' contributions to Sustainable Development Goals. <i>Business Strategy and the Environment</i>.
12.30 - 13.30	Lunch at Sant'Anna canteen		
13.30 - 14.00	Walking to Cappuccini/Acli centre in Pisa		

14.00 - 18.00	Visit to Cappuccini Pisa and groupwork on The Cappuccini Case	Grazia Ambrosino, Andrea Piccaluga, Gianluca Gionfriddo	<ul style="list-style-type: none"> - Genovesi, A. (1769). Lezione di commercio o sia d'economia civile. A spese Remondini. - Bruni, L., & Zamagni, S. (2008). Civil economy. Efficiency, equity, public happiness. <i>Society and Business Review</i>.
18.00 - 20.00	Aperi-mind (Ti Cucino Bio) at Cappuccini/Acli centre with Inno-Group		
Day 4: Thursday, February 8th 2024			
8.30 - 9.00	Transfer to San Rossore		
9.00 - 11.00	Sustainability, Circularity and Climate Neutrality as a common good: an introduction	Francesco Testa, Natalia Marzia Gusmerotti, Andrea Piccaluga, Gianluca Gionfriddo	<ul style="list-style-type: none"> - Gusmerotti N.M., M. Frey, F. Iraldo (2020), Management dell'economia circolare. Principi, drivers, modelli di business e misurazione, F. Angeli, Milano. - Macellari, M., Gusmerotti, N.M., Frey, M., Testa, F. (2018). Embedding biodiversity and ecosystem services in corporate sustainability: A strategy to enable Sustainable Development Goals, <i>Business Strategy and Development</i>, 1(4), pp. 244–255, ISSN:2572-3170 doi.org/10.1002/bsd2.34. - Frey M., Gusmerotti N.M., Pogutz S. (2017). Servizi ecosistemici e biodiversità: una nuova prospettiva per un'economia più sostenibile. <i>Sinergie</i>, vol. 35, p. 165-184, ISSN: 0393-5108, doi: 10.7433/s102.2017.12.
11.00 - 13.00	Case studies on adaptation to climate change for resilient communities and territories	Francesco Testa, Natalia Marzia Gusmerotti, Andrea Piccaluga, Gianluca Gionfriddo	<ul style="list-style-type: none"> - Daddi T., Bleischwitz R., Todaro N., Gusmerotti N.M., De Giacomo M. R. (2020). The influence of institutional pressures on climate mitigation and adaptation strategies. <i>Journal of Cleaner Production</i>, Vol. 244, 118879, ISSN: 1879-1786, doi: 10.1016/j.jclepro.2019.118879. - Todaro, N.M., Testa, F., Daddi, T., Iraldo, F., (2021). The influence of managers' awareness of climate change, perceived climate risk exposure and risk tolerance on the adoption of corporate responses to climate change. <i>Business Strategy and the Environment</i>, pp. 1232–1248.
13.00 - 14.00	Box lunch		
14.00 - 15.30	Free-time and short walk in San Rossore Natural Park		
15.30 - 17.30	Equity, innovation and social innovation in public sector: cases study rom health and education sector	Sara Barsanti, Andrea Piccaluga, Gianluca Gionfriddo	<ul style="list-style-type: none"> - Powering European Public Sector Innovation: Towards A New Architecture https://ec.europa.eu/futurium/en/system/files/ged/42-public_sector_innovation_-_towards_a_new_architecture.pdf - Barsanti S., Nuti S. (2014). The equity lens in the health care performance evaluation system. <i>Int J Health Plann Manage</i>, Jul-Sep;29(3):e233-46. doi: 10.1002/hpm.2195. Epub 2013 May 30, https://shorturl.at/rIjX7 - Building Local Ecosystems for Social Innovation A Methodological Framework, https://shorturl.at/ikqS0
17.30 - 18.00	Transfer to Pisa		
20.00 - 21.00	Pizzata "Pisan style" at Pizzeria Montino		

Day 5: Friday, February 9th 2024

9.00 - 11.00	<p>The valorization of results from public research: from technology transfer to impact.</p> <p>Firms and territories: processes of transformative resilience</p>	Andrea Piccaluga, Gianluca Gionfriddo	<ul style="list-style-type: none"> - Lazzeroni M. and A. Piccaluga (2003), Towards the entrepreneurial university, in <i>Local Economy</i>, 18 (1), 38-48. - Campbell, A., Cavallade, C., Haunold, C., Karanikic, P., Piccaluga, A. (2020), Knowledge Transfer Metrics. Towards a European-wide set of harmonised indicators, Karlsson Dinnetz, M. (Ed.), EUR 30218 EN, Publications Office of the European Union, Luxe - M. Lazzeroni (2016), La resilienza delle piccole città, Pisa University Press, Pisa. - N. Ombrosi, E. Casprini e A. Piccaluga (2019), "Loccioni: identità locale, impresa globale", in A. Di Minin, C. Marullo e A. Piccaluga (a cura di), <i>Il gioco degli opposti. Storie di innovazione italiana</i>, Egea, Milano.
11.00 - 13.00	Final individual test and feedback sharing about the seasonal school	Andrea Piccaluga, Gianluca Gionfriddo	<ul style="list-style-type: none"> - Course materials, lectures and discussions
13.00 - 14.00	Lunch at Sant'Anna Canteen		
13.30 - 14.30	Walking to Enel Innovation Hub - Pisa		
14.30 - 17.00	<p>Closing session in Enel Innovation Hub - Pisa:</p> <p>Enel Catania Case. Cases of firms and entrepreneurs who are trying to "change the world" (web connections).</p> <p>.</p>	Valentina Cucino, Maria Giovanna Vertuccio, Andrea Piccaluga, Gianluca Gionfriddo	<ul style="list-style-type: none"> - Cucino V., Di Minin A., Ferrucci L. & Piccaluga A., (2021) <i>La Buona Impresa. Startup per un mondo migliore</i>'. Il Sole 24 Ore Editore. ISBN: 978-88-6995-823-6. - Chesbrough, H. (2016). Innovation@ ENEL: From monopoly power to open power. In SAGE Business Cases. The Berkeley-Haas Case Series. University of California, Berkeley. Haas School of Business. - Chesbrough, H. (2020). Enel X: driving digital transformation in the energy sector. In SAGE Business Cases. The Berkeley-Haas Case Series. University of California, Berkeley. Haas School of Business.
17.00 - 17.30	Conclusions and goodbye	Andrea Piccaluga Gianluca Gionfriddo	

Lecturers



Andrea Piccaluga, the coordinator of this Seasonal School, is full professor in Innovation Management. He is Netval past President. He holds a PhD from Scuola Superiore Sant'Anna and a Master in Technology and Innovation Management from SPRU-University of Sussex. He is Associate editor of the R&D Management Journal. He has published articles and books in the broad field of knowledge transfer and has also had management roles in this area. In the last few years he has been increasingly active in the field of purpose-driven organizations and he is currently coordinating the Regenerative Innovation group at Scuola Sant'Anna.



Francesco Testa is Professor of Sustainability Management at the Scuola Superiore Sant'Anna in Pisa (where he coordinates the research group on Life cycle Management), Deputy Director of the Institute of Management and partner of the Spin-off Ergo srl. His main areas of research concern the relationship between institutional pressures, motivational drivers and environmental and economic performance, circular economy business models and sustainable entrepreneurship. He has participated in numerous research projects promoted by the European Commission in the field of environmental management. He is Associate Editor of the academic journal Business Strategy & the Environment and member of the Editorial Board of the journals Organization & Environment and CSR&EM. He is the author of more than 100 articles, books and book chapters on these topics.



Natalia Marzia Gusmerotti is an Assistant Professor in Management at the University of Rome Tor Vergata. With an inherently multidisciplinary background, from 2011 to 2022, she coordinated a research group on Circular Economy and Natural Capital Management within the Laboratory of Sustainability Management at the Institute of Management of the S.Anna School of Advanced Studies, where she is now affiliate researcher. During these years, she designed and implemented numerous research and consulting projects, trying, when possible, to bridge the gap between theory and practice. Based on these projects, she has written numerous scientific articles that have been published in international journals. Since 2022, she has been collaborating with, where she is increasingly focusing on the links between sustainability and innovation. At the University of Rome Tor Vergata, in the Faculty of Economics, she teaches courses on sustainable business model innovation, sustainable innovation management, and contemporary management.



Sara Barsanti is a data analyst and responsible of the Unit for University guidance and Seasonal School of Scuola Superiore Sant'Anna. She has a PhD in Health Care Management. In the past years, she has worked on a variety of health research projects and collaborated with several international institutions. Her research interests focus on performance management in public administration, organizational model of public services, with focus on primary care, integration and integrated care and long term care.



Gianluca Gionfriddo, the co-coordinator of this Seasonal School, is a Post-Doctoral Researcher in Innovation Management at Sant'Anna School of Advanced Studies in Pisa. He holds a PhD in Innovation and Sustainability Management. He is a member of the advisory board for the European project Open Business Community Development.

His research interests lie at the intersection between innovation management and business ethics. In particular, he investigates the role of purpose-driven companies in contemporary capitalism, exploring how the implementation of corporate purpose drives societal impact, business model innovation and corporate social responsibility.

His work has been published in *Business Strategy and the Environment*, *Business Ethics: the Environment & Responsibility* and *International Entrepreneurship and Management Journal*.



Valentina Cucino is an Assistant Professor in Management at the Institute of Management and Department EMbeDS, Sant'Anna School of Advanced Studies, Pisa. She holds a PhD in Management Innovation, Sustainability, and Healthcare. Her research interest and teaching mainly deals with innovation management, purpose-driven innovation and university- industry technology transfer. Her works have been published in journals such *European Journal of Innovation Management*, *Journal of Knowledge Management*, *R&D Management*, *Studies in Higher Education*, *Technological Forecasting and Social Change*, and *The TQM Journal*.



Martina Tafuro is Ph.D. Student at Sant'Anna School of Advanced Studies in Management of Innovation. She holds a master's degree in Marketing Communications at University of Verona and a bachelor's degree in Business Administration at University of Naples Federico II. She is co-coordinator of the international group "Management and Gift" in the Economy of Francesco community. Her research focuses on the diffusion mechanism of corporate purpose, common good and social marketing.

Organizations and places which will be visited

Organization and link	Description	
<p>Fondazione Casa Cardinal Maffi (FCCM) – Rosignano Solvay</p>	<p>The facility, located in Rosignano Solvay, provides socio-medical and care services in residential and semi-residential regimes (RSA and Day Centre) for non-self-sufficient elderly persons, including also a specialized Cognitive-Behavioral Module for persons suffering from Alzheimer's disease. It has a total of 40 places in the RSA and 10 places in the Day Centre.</p> <p>The Residence, authorized and accredited in both services, also provides internal continuity paths from semi-residential to residential in order to respond to the increasingly diversified needs of the elderly population</p>	
<p>Polo Tecnologico Navacchio</p>	<p>Scouting, visibility, networking, investor research, identification of calls for tenders and funding, internationalisation training and commercial accompaniment are some of the services that the Polo Tecnologico di Navacchio offers so that its enterprises can always count on a team with which to share, expand and improve their business projects or grow new ideas.</p> <p>The services, as well as the structures and environments of the Polo Tecnologico di Navacchio, are designed to put the needs of 'its' companies first, but above all of the people who work there... because it is they, with their projects and relationships, who work together every day and create the foundations for their own growth, to develop a future full of innovation.</p>	

<p>Relief</p>	<p>Relief is a technology startup that sells an innovative endo-urethral sphincter for the treatment of stress urinary incontinence. Relief's philosophy is to develop efficient and innovative products by keeping in the center of process the needs of patients and medical doctors and by improving considerably the quality of the life of people affected by urinary incontinence. Relief's technology is simple, highly innovative, effective, low-cost and acceptable from the patient viewpoint, with undoubted advantages over competitors. For the first time in this field, a unisex, minimally invasive endo-urethral magnetic device is proposed, which can be replaced in a simple manner and in an outpatient setting. The device is not visible outside of the body and is able to completely restore the urination control, even in patients suffering of severe stress urinary incontinence forms.</p>	
<p>Enel Pisa Innovation Hub&Lab</p>	<p>In Pisa, the Enel Innovation Hub&Lab of the Global Thermal Generation (GTGx) Business Line is integrated in the network of Innovation Hubs&Labs managed by the Group.</p> <p>The one in Pisa is a space that aims to host start-ups and partners that collaborate with GTGx in the development and implementation phases of projects.</p> <p>The Innovation Hub&Lab allows partners to work side-by-side with the business and enables the creation of synergies between start-ups that already collaborate with Enel, seeking to share value and manage the challenges thrown up by Thermal Generation. Finally, it hosts workshops and events focusing on specific technologies.</p>	

[Cappuccini Center](#)

The "Cappuccini Center" is a former convent structure that has been refurbished to host university students or people in training who are on a path of professional growth. Living together is based on respect for the guests and the internal rules, but also on building a community spirit to accompany the students on their educational and study path away from their families.

